



# 2020 Wyoming Radon Video Contest

## Official Information Sheet

### Contest Details

The Wyoming Department of Health (WDH) Wyoming Cancer Program (WCP) in partnership with the U.S. Environmental Protection Agency (EPA) have developed the Wyoming Radon Video Contest to raise awareness about the dangers of radon gas. Radon is a colorless, odorless, tasteless, radioactive gas that causes lung cancer. The Surgeon General considers radon the second leading cause of lung cancer in the United States, and the leading cause of lung cancer among non-smokers. As one hundred percent of Wyoming counties are considered at high risk, this contest aims to provide an opportunity for educating Wyoming youth and the general public.

This statewide Radon Video Contest increases awareness by asking Wyoming high school aged students to create a one (1) minute public service announcement (PSA)/commercial style video encouraging Wyoming residents to test their homes for Radon. Videos are to be submitted via YouTube, and will not be considered complete until ALL release and entry forms have been received by the WCP by November 6<sup>th</sup>, 2020. A committee will select the top three winning videos to receive awards. The top three videos will earn the following monetary prizes:

- First place \$400
- Second Place \$300
- Third Place \$200

Judges will select a group of videos that will be entered into a Most Views (Marketing & Outreach) contest with a \$100 prize. Details for this contest will be sent directly to the top 10 videos.

**Note:** A video placing in first, second, or third may also receive the “Most Views” prize.

The first place winner will also be entered in the national video contest for a chance to win \$1000.

### Radon Message Development

Information on the basics of radon, radon testing, and mitigation can be found at the following websites:

- [www.lung.org/radon](http://www.lung.org/radon)
- [www.epa.gov/radon](http://www.epa.gov/radon)
- [www.wyomingradon.org](http://www.wyomingradon.org)

## Rules and Guidelines

- Participants must be enrolled in high school, virtual school, or home school and in grades 9-12.
- Videos should be no longer than one minute. Submissions longer than one minute will not be judged.
- Videos should be themed around promoting public awareness of radon gas risks and home testing. As these videos could be used for informational purposes, accuracy is imperative. Videos containing inaccurate facts, figures, or general information WILL NOT be eligible for judging.
- Videos must be submitted following the instructions below. Videos will only be accepted by other means if there is e-mail confirmation from a WCP staff member that it is an acceptable alternative.
- Videos must be an original creation. Submissions infringing upon copyright or third party rights will not be judged.
- Videos shall not contain violence, profanity, or direct attacks on individuals or organizations. Submissions having content deemed inappropriate or offensive by these or any other means will not be judged.
- Entrants must complete and return a copy of the contest entry form and provide valid contact information.
- Videos must be submitted by **November 6, 2020 at 5pm (MST)**.
- By entering the contest, entrants grant WDH, WCP, and EPA Region 8 permission to copy, distribute, modify, and display their video for judging and promotional purposes.
- Copies of video/photography release forms signed by each person appearing or heard in the video must be submitted to the WCP before the video will be judged. If release forms are not received, then the video will not be eligible for judging. The release form is available at [health.wyo.gov/radon](http://health.wyo.gov/radon)
- Winning video will be announced in November 2020 and will be automatically entered into the National Radon Video Contest.

## Judging and Prizes

Videos will be judged and ranked by a selected state panel including members of sponsoring and partnering organizations. Judging criteria includes:

- |  |                                |
|--|--------------------------------|
| • Video follows the rules and guidelines | • Overall quality of the video |
| • Accuracy of message in video           | • Video content                |
| • Creativity of the video                | • Originality of the video     |

A prize will be awarded to the first, second, and third place video determined by the panel. The student/group responsible for the first video will receive \$400; second place will receive \$300; and third place will receive \$200. All videos are eligible for the “Most Views” contest, even if they have already won a prize.

# Getting Started

Follow these four simple steps to enter the 2020 Wyoming Radon Video Contest

## 1. Get the details

Preview rules and guidelines, judging information, and radon links to aid in message development at

- Rules and guidelines, judging information: [www.wyomingradon.org](http://www.wyomingradon.org)
- Helpful tips and message resources:
  - U.S. EPA: [www.epa.gov/radon](http://www.epa.gov/radon)
  - Centers for Disease Control and Prevention: <https://www.cdc.gov/radon>
  - Radon Leaders: [www.radonleaders.org](http://www.radonleaders.org)
  - National Radon Program Services: [sosradon.org](http://sosradon.org)
  - American Lung Association: [www.lung.org/radon](http://www.lung.org/radon)

## 2. Make your video

Creativity and originality are highly encouraged as long as video promotes radon risk awareness and home testing. The following list of resources will aid in video development.

- <https://www.youtube.com/creators/>  
<http://www.bbc.co.uk/films/oneminutemovies/howto/>

## 3. Post your video

- Log in to your YouTube account and upload your video to your account.
  - Send your contest entry form and the link to your YouTube video to [wdh.cancerservices@wyo.gov](mailto:wdh.cancerservices@wyo.gov)
- Once videos have been reviewed and deemed eligible by the administrators, the videos will be added on the Wyoming Cancer Program's YouTube Channel Radon Video Contest playlist ([www.youtube.com/user/UCU9rK17ChLYZKmeCUXCaBhQ](http://www.youtube.com/user/UCU9rK17ChLYZKmeCUXCaBhQ)).
- Videos will not be made viewable until release forms for each participant have been received by the WCP. If your video is not visible seven (7) business days after submitting release forms, email [wdh.cancerservices@wyo.gov](mailto:wdh.cancerservices@wyo.gov).

## 4. Submit forms

- Entry Form: one per submission. Type in the fillable pdf and save.
- Photo & Video Release Forms: one per participant. Must be printed out and signed (no e-signatures). Scan or take a picture of the form if you intend to submit it electronically.
- Forms must be submitted via e-mail or regular mail to the addresses below by **November 6, 2020**.
  - **E-mail:** [wdh.cancerservices@wyo.gov](mailto:wdh.cancerservices@wyo.gov)
  - **Regular mail:** Wyoming Cancer Program  
122 West 25<sup>th</sup> Street  
3<sup>rd</sup> Floor West  
Cheyenne, WY 82002